Foreign Agricultural Service
GAIN Report
Global Agriculture Information Network

Voluntary Report - public distribution

Date: 4/19/2001

GAIN Report #AU1013

Austria

Product Brief

Austrian Wine Market

2001

Approved by:
Robert Curtis
U.S. Embassy Vienna
Prepared by:
Walter Krucsay

Report Highlights:
The high living standards and increased disposable income resulted in an upswing in wine imports in recent years. Due to wine promotions, imports of U.S. wines have been rising particularly sharply. Red wines have better market opportunities than whites. Main competitors for U.S. wines are domestic, Italian, French, Spanish, Australian, South African, and Chilean wines.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Vienna[AU1], AU

Austrian Wine Market

Summary

The high living standards and increased disposable income results in an upswing in wine imports in recent years. Due to wine promotions, imports of U.S. wines have been rising particularly sharply. Red wines have better market opportunities than whites. Main competitors for U.S. wines are domestic, Italian, French, Spanish, Australian, South African, and Chilean wines.

Production

Over the long term, annual wine output averages 2.7 million hectoliters but shows significant fluctuations. About 70% of the total output is white wine. Due to higher yields, red wine production accounts for 30% although accounting for only 20% of area. In Austria, a large share of grape growers carry out pressing, fermenting, and bottling themselves.

Consumption

Wine consumption, for many years around 35 liter per head, declined in the early nineties and is now stagnant at around 31 liters (per capita consumption in 1998/99 30.6 liter). White wine accounts for 56% of total wine consumption; the rest is red wine and rose. In general, 2.5 million hectoliters of wine are consumed each year.

Abut 53% of wine is consumed in homes, 38% in restaurants and bars, and 9% in special wine restaurants called “Heuriger”. Consumers purchase 48% directly from wine farmers, 40% from food traders and 12% from special wine shops.

Preferences and Trends

Austrians prefer white wines with dry, slightly sour, fruity types without barrique flavor and alcohol content of 11.5 -12.5 volume percent.

The favorite types of red wines are dry, smooth barrique flavor, with low tannin, and an alcohol content somewhat higher than white wine, up to 13.5 volume percent.

There is an overall trend towards smooth and fruity wines. In addition, there is a distinct trend towards red wines, and wines from overseas countries such as the United States, Chile, Argentina, South Africa, and Australia.

Labeling and Packaging Requirements

Austria is an EU member and thus applies EU regulations. Labeling of imported wines are regulated through regulation EEC 2392/89.

Labels must include the following:
-- The indication "wine".
-- Country of origin and region for wines of quality higher than table wines.
— If wine is bottled in an EU country: name or company name of the bottler and location.
— If wine is imported in bottles: name and location of the importer.
— Volume
— Alcohol content in volume %
-- All this information must be indicated on one label.
-- There is no specific letter size required; however, letters must be easily readable.

— Single varietal descriptor is not required.
— Two varieties can be placed on the bottle. If a variety is indicated on the label, the wine must include at least 80% of this variety. If two varieties are indicated, it must include 100% of the indicated varieties (no other wine).

Packaging

High quality wines are sold in 1 liter bottles and particularly 0.7 liter glass bottles. The 0.7 liter bottles are regarded as most attractive and appealing to customers.
Lower quality wines are available in 2 liter bottles. Usually, wine sold directly from producers/farms, is in 2 liter bottles. A small share of low quality wine available in supermarkets, is packed in carton boxes.

Wine Regulation Enforcement and Maximum Residue Levels

In addition to provincial governors, the Federal Wine Inspection is responsible for the enforcement of wine regulations. Provincial governors and the Federal Wine Inspection can take wine samples at various levels (producer, wholesaler, retail trader) for testing in official testing institutes.

Maximum residue levels (MRL) are regulated by the ordinance for pesticide MRLs. The regulation includes MRLs in various products, mainly fruits and vegetables. For products, made from fruits or vegetables, their corresponding MRLs are permitted. Depending on the quantity of wine made from 1 kg grapes, a transfer factor for pesticides permitted on grapes is used to calculate the MRL in wine.

Distribution Channels

About 20 companies import wine solely, or with other products. The four largest companies importers account for more than two thirds of the total wine imports. Nearly all of the importers are wholesalers who distribute to retail traders, hotels, restaurants, and institutions. Only a few importers sell directly to consumers. At the retail level, wine is available in special wine shops, beverage shops, general food stores, and supermarkets.

Some imports of U.S. and other overseas wines come through wholesalers in other EU countries, particularly Germany. However, the majority of these wines is directly imported.

Import Requirements

Wine imports require an import license for which the importer applies at the Agricultural Ministry. The import license is always given. There are no quotas.

The EU duty rate for white or red wine in bottles below 2 liters is as follows:

Alcohol content below 13.0 vol%.........Euro 13.1/hectoliter
Alcohol content 13.0 - 15.0 vol%........Euro 15.4/hectoliter

In addition, AS 1000 (U.S.$ 66.70) consumer tax and 20% import VAT ad valorem must be paid.

Wine shipments into Austria and other EU countries must be accompanied by the so called VI-1 certificate provided by certain approved laboratories in the U.S. (Information concerning such laboratories can be obtained by the Bureau of Alcohol, Tobacco & Firearms.) This certificate includes the origin of wine and analysis data such as alcohol content, total extracts, total acids, volatile acid, citric acid, and total carbon dioxide.

If a third country wine comes through an EU wholesaler, the wine is accompanied by a VI-2 certificate. This is based on the VI-1 certificate and completed by the wholesaler.

Trade and Competition

U.S. wines face great competition through the large availability of domestic, high quality wines. In addition, there are relatively large imports from Italy, and France. Domestic wines account for about 86% of the wine market, Italian 10%, French 2%, other European 1%. Overseas wines (including U.S. wines) account for only about 1% of the total Austrian wine market. Of the overseas wines, Chilenian, Argentine, South African, and Australian wines are great competitors; mainly because of competitive prices. Nevertheless, U.S. wines are recognized for their quality. Consumers interested in quality believe the more expensive U.S. wine is worth the price.

Total wine imports (and exports) show a rising trend. In 2000, the value of total wine imports was AS 1.6 billion (U.S.$ 107 million), up 14% from 1999. At the same time the import value of U.S. wines rose by 31%

to AS 81 million (U.S.$ 9 million). The volume of red wine imports from the United States, exceeds distinctly that of white wine coming from the United States.

Promotion

The American Embassy in Vienna carries out each year wine promotions in Austria which contribute significantly to the rising imports of U.S. wines. In addition, the Embassy organizes the participation of interested U.S. exporters at various food and/or wine fairs in Czech Republic, Hungary, Slovenia, and Croatia. U.S. exporters interested in such events should contact: Andrea Fennezs-Berka, Marketing Specialist, phone: 011 43 (1) 31 339, ext. 2364, fax: 011 43 (1) 31 08 208, e mail: Fennez-BerkaA@FAS.USDA.GOV or AgVienna@compuserve.com

Austrian Wine Importers

COMPANY: Alois Morandell & Sohn
CONTACT: Christoph Morandell
POSITION: Importer for Restaurant Trade
ADDRESS: Woergeler Boden 13-15
A-6300 Woergl
Austria
TEL: [43] (5332) 7 85563, FAX:. [43] (5332) 7 1963
Email :christoph.mornadell@morandell.com

COMPANY: Andrä Vergeiner Ausgesuchte Weine
CONTACT: Mag. Andrä Vergeiner
POSITION: Director
ADDRESS: Am Markt 1
A-9900 Linz
Austria
TEL: [43] (4852) 66 80 85, FAX:. [43] (4852) 66 80 85
Email :weine@vergeiner.com

COMPANY: Billa A.G.
CONTACT: Ing. Franz Zickl
POSITION:
ADDRESS: Industriezentrum, NO-Sud.
A-2355 Neudorf
Austria
TEL: [43] (2236) 600237, FAX: [44](2236)6002240
Email :s.zickel@billa.co.at

COMPANY: Fruehwirt-Stangl GmbH
CONTACT: Mr. Klaus & Veronika Fruehwirt
POSITION: Director
ADDRESS: Lebenbergweg 40
A-6370 Kitzbuehl
Austria
TEL: [43] (664) 381 918, FAX:. [43] (5356) 722 52
Email :WEINATELIER.KITZ@TIROL.COM

COMPANY: Gaudi & Zisch
CONTACT: Mr. Dieter Moser
POSITION:
ADDRESS: Kendlerstr. 2
A-5020 Salzburg
Austria
TEL: [43] (6628) 3238880, FAX:. [43] (6628) 3238888
Email :

COMPANY: Gottardi A. KG
CONTACT: Mr. Alexander Gottardi
POSITION:
ADDRESS: Heiliggeiststrasse 10
A-6020 Innsbruck
Austria
TEL: [43] (5125) 87132, FAX:. [43] (5125) 871329
Email :office@gottardi.at

COMPANY: Jacques Roullet & Cie
CONTACT: Ing. Heinz Pecenka
POSITION: Director
ADDRESS: Pyrkergasse 31
A-1190 Wien
Austria
TEL: [43] (1) 368 51 98, FAX:. [43] (1) 369 24 06
Email :Jac.roullet_co@aon.at

COMPANY: Lamercantile Scardovi Ges.m.bH.
CONTACT: Mr. Daniel Schubert
POSITION:

ADDRESS: Baumgasse 70
A-1030 Wien
Austria
TEL: [43] (01) 7964308, FAX:. [43] (01) 7964308-30
Email :

COMPANY: Lolonis Winery
CONTACT: Mrs. Tanya Lolonis-Hemetsberger
POSITION: Principal
ADDRESS: Walfischgasse 12/78
A-1010 Wien
Austria
TEL: [43] (1) 5124450, FAX:. [43] (1) 5124451
Email :tanya.lolonis@netway.at

COMPANY: Mathaeus Mueller GesmbH
CONTACT: Mr. Matheaus Mueller
POSITION:
ADDRESS: Tandlermarkt 12
A-1020 Wien
Austria
TEL: [43] (1) 214 3827, FAX:. [43] (1) 214 3827
Email :

COMPANY: Ovino Weinwelt, GmbH, Gallo
CONTACT: Dr. Manfred Veit
POSITION: General Director
ADDRESS: Warnekestr. 7
A-1110 Wien
Austria
TEL: [43] (1) 7604-8120, FAX:. [43] (1) 7604-8121
Email :

COMPANY: P.M. Mounier
CONTACT: Mr. Peter Permann
POSITION: Marketing Director
ADDRESS: Heiligenstadter Str. 43
A-1190 Wien

Austria
TEL: [43] (1) 368 689233, FAX:. [43] (1) 368 603834
Email :permann@schlumberger.at

COMPANY: Restaurant Altwienerhof
CONTACT: Mr. Rudolf Kellner
POSITION: Director
ADDRESS: Herklotzgasse 6
A-1150 Wien
Austria
TEL: [43] (1) 8926000, FAX:. [43] (1) 8926000-8
Email :altwienerhof@netway.at

COMPANY: Rudolf Holzmann OHG
CONTACT: Dr. Ulrich Steinleitner
POSITION: Director
ADDRESS: Baldassgasse 3
A-1210 Wien
Austria
TEL: [43] (1) 250 48 401, FAX:. [43] (1) 250 48 424
Email :

COMPANY: Rudolf Wagner & Co Getraenkegrosshandel
CONTACT: Mr. Erich Wagner
POSITION: Director
ADDRESS: Scharnsteinerstrasse 1
A-4810 Gmunden
Austria
TEL: [43] (7612) 784-0, FAX:. [43] (7612) 784-11
Email :

COMPANY: Weber's Wineworld
CONTACT: Mr. Emil S. Weber
POSITION:
ADDRESS: Grillparzergasse 1
A-2380 Mödling
Austria
TEL: [43] (2236)442978, FAX:. [43] (2236 43881
Email :wein@goto.at

COMPANY: Weinatelier Andrea Stangl

CONTACT: Mrs. Andrea Stangl
POSITION:
ADDRESS: Franziskanergasse 5
A-8010 Graz
Austria
TEL: , FAX:. [43] (316)829716
Email :weinatelier.graz@tirol.com

COMPANY: Weingarten Eden KG
CONTACT: Mrs. Marguerite Ahollinger
POSITION:
ADDRESS: Eden 2
94167 Bad Griesbach/Tettenweis
Germany
TEL: [49] (8532) 920050, FAX:. [49] (8532) 920032
Email :weingarten.eden@t-online.de

COMPANY: Wente International
CONTACT: Mr. Christian Hofer
POSITION: European Marketing Manager
ADDRESS: Kalbeckgasse 6
A-1180 Wien
Austria
TEL: [43] (1) 47 000 69, FAX:. [43] (1) 470 91 24
Email :wenteeurope@EUnet.at

COMPANY: Wein & Co
CONTACT: Mr. Willibald Balanjuk
POSITION: Marketing Manager
ADDRESS: Maculang. 6
A-1220 Wien
Austria
TEL: [43] (1) 2505-5630, FAX:. [43] (1) 2505-5242
Email :willibald.balanjuk.@weinco.at